



USDA Foreign Agricultural Service

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## Croatia

## Biotechnology

## Market Research Study on Consumer Perceptions

2005

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**Report Highlights:**

A Croatian market research agency recently released the results of a study conducted in March 2004 on Croatian consumers' perception of pesticides use and biotech content in food. The results indicated that consumers view both pesticide use and biotech content in food as harmful to human health. However, excessive pesticide use was perceived as more harmful than biotech food. On average, women rated biotech food as more harmful to health than compared to men. Respondents over 60 years of age rated biotech food as more harmful than compared to younger respondents. There was an interesting trend among respondents in regards to their education levels. As education levels increased, the harmfulness of excessive pesticide use increased while the harmfulness of biotech content in food decreased.

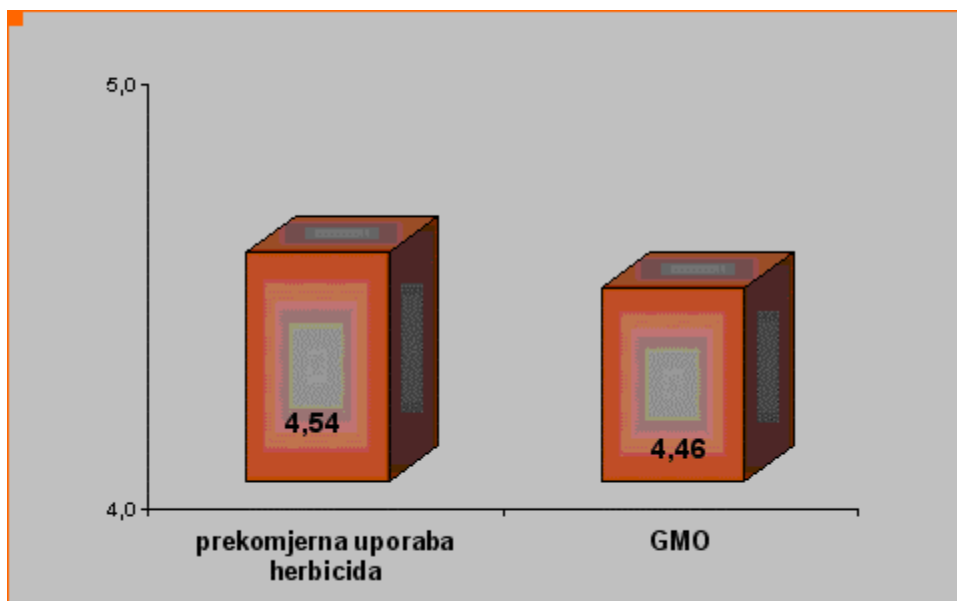
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Includes PSD Changes: No  
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Vienna [AU1]  
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In March 2004, the Croatian market research agency, Gfk Centar za Istraživanje Trzista, conducted a study in which they evaluated Croatian citizens' perceptions of "harmfulness" of pesticides and biotech content (foods containing genetically modified organisms, GMOs) on human health. The study included 1000 respondents older than 15 years of age who rated harmfulness on a scale of 1 to 5 with 5 being the most harmful.

The results indicated that Croatians view both pesticides and biotech food as harmful for human health with average marks over 4.5. Nonetheless, excessive pesticide usage was perceived as more harmful than biotech food.

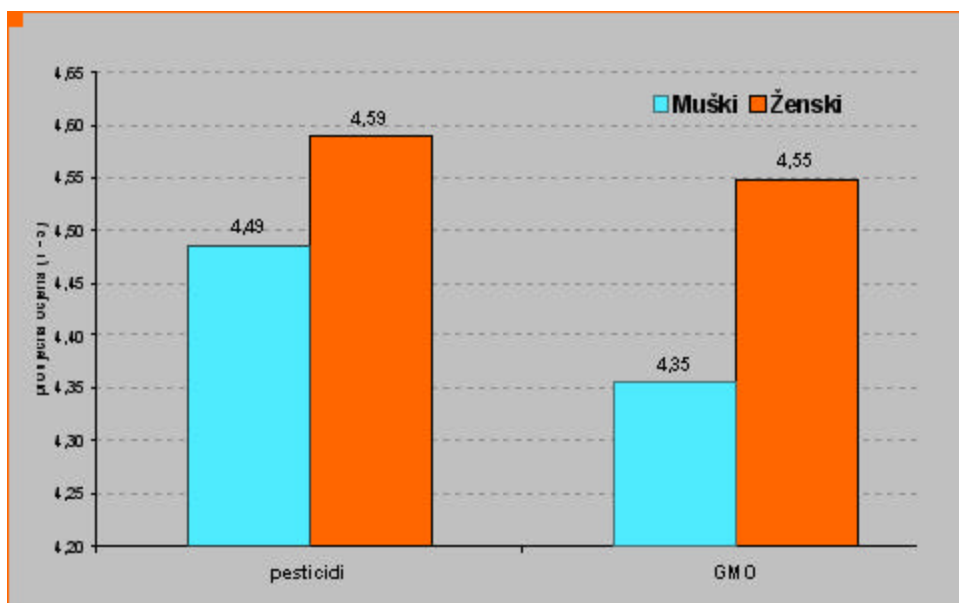
The estimation of harmfulness for human health for pesticides and biotech (GMO) food from 1-5:



\*Prekomjerna uporaba herbicida (pesticide) = excessive use of pesticides

Although there was a tendency for female respondents to indicate greater harmfulness for both pesticides and biotech food, overall women assessed biotech food as more harmful than men.

Estimation of harmfulness on human health for pesticides and biotech food with respect to sex using a scale 1-5:



\*muski=men

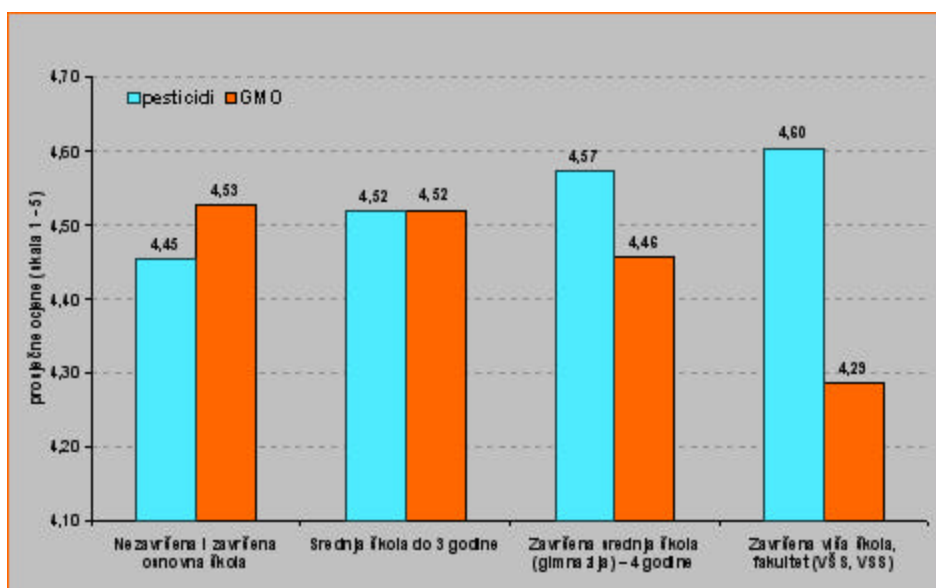
\*zenski=women

\*pesticidi=pesticide

Different age groups had no difference in the responses to their view of the harmfulness of excessive pesticide use. However, older examinees (over 60 years of age) rated biotech food as more harmful as compared to younger respondents.

There was an interesting trend among respondents in regards to their education levels. As education levels increased, the harmfulness of excessive pesticide use increased while the harmfulness of biotech content in food decreased.

Estimation of the harmfulness on human health for pesticides and biotech food with respect to education, scale1-5:



\*nezavršena i završena osnovna škola = unfinished and finished elementary school

\*srednja škola do 3 godine = high school - 3 years

\*završena srednja škola (gimnazija) 4 godine = finished 4 year high school

\*završena visoka škola, fakultet (VSS, VSS) = finished college